South Park Stakeholders Group – DISI Meeting
Wednesday, January 13, 9:00 AM
1333 S. Hope St, Los Angeles, CA 90015

Committee Members: Terri Toennies, Jim Pugh, Denise Mendoza (for Paul Keller)

Staff/Contract: Jessica Lall, Laura Hill, Priscilla Hsu

Guests: Dawn Davis, Terri Rubinroit, Kathy Klingele, Steven Bledsoe, Gee Padilla

TOTAL Guests: 6

Item	Discussion
Call to Order – Welcome & Introductions ***No Action Taken***	Called to order by Terri Toennies at 9:00 AM
Public Comment/ Announcements ***N/A***	N/A

Website Stats and Projects
 	
No Action Taken
	Launched in August 2015, website gained a lot of traction but now we are working on getting more traffic to the site.
	
	Goals for 2016:
	• **Redesign calendar** – calendar is turning out to be one of the most popular pages
	    ○ Calendar search bar pulls from past and future events – very confusing
	    ○ Events show chronologically, which sometimes features events we don't necessarily want to promote
	• **Capture more returning visitors** – New visitors high after initial launch, want to even out numbers between new and returning visitors
	• **Focus on LinkedIn** – LinkedIn is turning into a social media site for young professionals to socialize, not just network
	• **Transition from number of followers on social media to engagement & creative campaigns**
	
	Interesting points:

- More visitors are driven to site through Facebook than Twitter
- Our average session duration is 2:30, good considering average session duration is less than 10 seconds
- There's such a small number of people using the search function on our website but its one of the most effective ways to engage visitors – we may need to educate visitors about its existence
  - (**Gee Padilla**) Maybe it's a testament to how clearly laid out your website is – people don't usually use the search feature unless they're searching for something archived that they can't find
  - (**Dawn Davis**) Maybe it's the placement of the bar
- Event RSVPs have been integrated onto website – that was a suggestion from a previous meeting
  - (**Gee Padilla**) Try including an opt-in to the newsletter on the event RSVP
- Most popular topics by platform:
  - Facebook: Events & Development
  - Instagram: Art & DTLA
  - Twitter: Events

Discussion – How to draw more visitors:
- Neighborhood discounts or bundles (**Kathy Klingele, Terri Rubinroit**)
  - What kind of coupon would draw in residents without taxing our businesses?
  - Need guidelines for business discounts
  - Concerns are money and how long to provide discount or how many customers
- Pay per click for the South Park website (**Kathy Klingele**)
  - (**Gee Padilla**) Maybe you can create an exchange – advertise on the Curbed LA site to let them advertise on yours
- Pull zipcodes and do an email blast (**Kathy Klingele**)
- Hidden cash (**Steven Bledsoe**) – put cash in envelopes and distribute to the small businesses. Place hints on site so people come to the site and engage the community in a scavenger hunt way.
- Strategies should be different (**Gee Padilla**) – drive more engagement rather than traffic. Email is a good way to get to residents. We need to remember what's useful to the residents. Be consistent about the newsletter and maybe target sections. There will be smaller numbers but higher engagement.
- Website button "proud member of the South Park BID" (**Kathy Klingele**)

- o (**Jessica Lall**) The issue is we're not a membership-based organization but we're looking at something similar
- o (**Kathy Klingele**) Maybe then a "Part of the South Park BID"
- Try out Slack (**Steven Bledsoe**) – it's a chatroom that you can create different groups for. You can post everything in here, rather than across all the platforms.
  - o (**Jim Pugh**) Something that allows messaging might warp the message. If it's going to draw people away from the main site of information, then it should also offer objective information to cross-pollinate

Calendar redesign points:
- Events will be organized into categories
- Will have rotating ad banner
- Event pages will have related events at the bottom

Discussion – Calendar redesign:
- **Terri Rubinroit:** Does the calendar section (with the hockey) players have to be as big? My attention is split between the header, the ad, the calendar header and I'm not sure where to find happy hours. There's a lot competing at the top.
  - o **Gee Padilla:** The calendar looks a bit busy but behaviorally I think you can ignore it – it's consistent with the rest of the site.
  - o **Jessica Lall**: We can play with dimming photos or something.
  - o **Terri Rubinroit**: Of all the options, I think this is the best but does it have to be so big?
  - o **Gee Padilla:** It's not so big for a banner.
  - o **Laura Hill**: On mobile, it's not as big.
- **Steven Bledsoe:** Do you still have to input events manually?
- **Terri Rubinroit:** On things you have to input manually, is this where we go for emergency information? Where is breaking news?
  - o **Jessica Lall:** Most likely social – that can be done with a phone instead of through a computer.
- **Steven Bledsoe:** Be careful with ads – there's very effective ad blocking now.
- **Gee Padilla:** Do you have to click view all? You have real estate for four events, what are the priorities for events for the day?
- **Gee Padilla:** If someone is trying to advertise an event, I think you should sell them a banner, instead of listing it on the calendar.

	• **Gee Padilla:** Is there a way to have people send you their events? So it's not as labor intensive?
	    ○ **Jessica Lall:** We can pull from their RSS feed but it would cost $2,000 to sync and $500 to recalibrate every time it changes, which is something we can discuss later
	    ○ **Laura Hill:** L.A. Live manually inputs all their calendar posts too

Social Media Update *No Action Taken*	See points above.
Discussion: Resident Resource Packet *Tabled to next meeting*	Moving to next meeting – please give us your feedback on content. Design is being reworked by Todd Howk at AEG.
Public Art Strategic Plan Update *No Action Taken*	
Update: *No Action Taken*	1. January 14 9:00 AM – Parklet Ribbon Cutting Event 2. January 14 10:00 AM - CoCo Fresh Green Carpet 3. Completion of Construction Fences 4. SPBID Office Move – 1100 S. Flower St., Suite 3400 5. January 30 11:00 AM – LA Art Show Tour 6. February 3 – Triple 8 Green Carpet 7. **Next meeting: March 9, 2016, 9:00 AM – NEW LOCATION**
Adjournment	Adjourned at: 10:30 AM Minutes recorded by: Priscilla Hsu

NEXT STEPS:

Try including an opt-in to the newsletter on the event RSVP